

# **EXHIBIT 36**

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF OHIO  
EASTERN DIVISION

IN RE NATIONAL PRESCRIPTION

OPIATE LITIGATION

*This document relates to:*

The County of Summit, Ohio, et al. v. Purdue Pharma  
L.P., et al., Case No. 18-OP-45090

MDL 2804

Case No. 17-md-2804

Hon. Dan Aaron Polster

Report of David S. Egilman MD, MPH

March 25, 2019

**7.21           OPINION – WALGREENS SOLUTION TO RED FLAGGED STORES WAS TO FIND A DISTRIBUTER WHO WOULD SELL TO THEM. ALL 3 WALGREENS DISTRIBUTOR FACILITIES FAILED TO IMPLEMENT SOM PROCEDURES.**

See **Exhibit B.21** hereto attached.

**7.22           OPINION – THE “VENTURE” EXPANDED THE MARKET BY PROMOTING INAPPROPRIATE USE (LOW BACK SPASM) OF 3 YEARS DURATION WITH “SOME PAIN”.**

See **Exhibit B.22** hereto attached.

**7.23           OPINION – THE “VENTURE” INTRODUCED THE CONCEPT OF THE “5TH VITAL SIGN” IN 1995, BUT LATER ALLOWED AMERICAN PAIN SOCIETY TO PROMOTE IT AS ITS OWN CREATION TO ENHANCE THE SALES OF OPIOIDS.**

See **Exhibit B.23** hereto attached.

**7.24           OPINION – ABBOTT AND PURDUE TARGETED INAPPROPRIATE PHYSICIANS FOR USE OF OPIOIDS FOR CHRONIC PAIN.**

See **Exhibit B.24** hereto attached.

**7.25           OPINION – AMERICAN PAIN FOUNDATION (“APF”) FRONDED FOR INDUSTRY TO INCREASE SALES.**

See **Exhibit B.25** hereto attached.

**7.26           OPINION – “VENTURE” MEMBER ENDO FUNDED SEVERAL FRONT ORGANIZATIONS AND FUNDED NIH PUBLICATIONS AND VARIOUS “EDUCATIONAL” EVENTS.**

See **Exhibit B.26** hereto attached.

**7.153        OPINION – OXYCONTIN WAS NOT APPROVED FOR PERSISTENT PAIN.**

See **Exhibit B.153** hereto attached.

**7.154        OPINION – PAIN TREATMENTS WERE A “GAIN LEADER” FOR OTHER DRUG SALES.**

See **Exhibit B.154** hereto attached.

**7.155        OPINION – PHARMACIES COULD HAVE REDUCED THE OPIOID PROBLEM.**

See **Exhibit B.155** hereto attached.

**7.156        OPINION – PHYSICIANS HAD THE MISIMPRESSION THAT OXYCONTIN WAS LESS POTENT THAN MS CONTIN. INSTEAD OF CORRECTING, THIS PURDUE TOOK ADVANTAGE OF THIS IGNORANCE TO ENCOURAGE INAPPROPRIATE USE OF OPIOIDS.**

See **Exhibit B.156** hereto attached.

**7.157        OPINION – PURDUE AGREES THAT MARKETING INCREASES SALES.**

See **Exhibit B.157** hereto attached.

**7.158        OPINION – PURDUE AND MCKESSON WORKED IN CONCERT TO GET MISINFORMATION INTO THE STREAM OF COMMERCE.**

See **Exhibit B.158** hereto attached.

**7.159        OPINION – PURDUE AND WALGREENS CO-PROMOTED HYSINGLA EXTENDED RELEASE HYDROCODONE.**

See **Exhibit B.159** hereto attached.

**7.160        OPINION – PURDUE CLAIMED OXYCONTIN WAS EFFECTIVE  
HOWEVER DUE TO THE Q12 DOSING THIS TURNED OUT TO BE  
FALSE AND DOSE ESCALATION OCCURRED CREATING AN OPIOID  
ADDICTION MACHINE**

See **Exhibit B.160** hereto attached.

**7.161        OPINION – PURDUE CREATED DEMAND WITH WHOLESALERS.**

See **Exhibit B.161** hereto attached.

**7.162        OPINION – PURDUE DESTROYED DOCUMENTS.**

See **Exhibit B.162** hereto attached.

**7.163        OPINION – CARDINAL PROVIDED MARKETING TO  
MANUFACTURERS TO GET MESSAGES TO CVS.**

See **Exhibit B.163** hereto attached.

**7.164        OPINION – PURDUE DID NOT WANT TO REVEAL ITS BLAME THE  
VICTIM APPROACH TO ADDICTION FROM ITS DRUGS.**

See **Exhibit B.164** hereto attached.

**7.165        OPINION – PURDUE EXERTED INFLUENCE OVER NATIONAL  
ASSOCIATION OF STATE CONTROLLED SUBSTANCES AUTHORITIES  
(NASCSA).**

See **Exhibit B.165** hereto attached.

**7.166        OPINION – PURDUE FAILED TO CORRECT MISINFORMATION  
ABOUT OPIOIDS FOR HEADACHES.**

See **Exhibit B.166** hereto attached.

**7.475        OPINION – THE “VENTURE” USED AND CONTROLLED MANY FRONT GROUPS TO UNDERMINE ADDICTION RISK AND INCREASE MARKET TO INAPPROPRIATE PATIENTS**

See Exhibit B.475 hereto attached.

**7.476        OPINION – MALINCKRODT OPINIONS**

See Exhibit B.476 hereto attached.

**7.477        OPINION – “VENTURE” MEMBERS HAD AGREEMENTS WITH WHOLESALERS, INCLUDING BUT NOT LIMITED TO: ”**

See Exhibit B.474 hereto attached.

**7.478        OPINION – “VENTURE” MEMBERS HAD INVENTORY LICENSE AGREEMENTS WITH WALGREENS WHEREBY THEY RECEIVED DATA THAT COULD HAVE BEEN USED TO MONITOR SUSPICIOUS ORDERS. THIS DATA GAVE VENTURE MEMBERS VISIBILITY INTO THEIR CUSTOMER’S CUSTOMERS.**

See Exhibit B.478 hereto attached.

**7.479        OPINION – CVS’S SUSPICIOUS ORDER MONITORING SYSTEM DID NOT MONITOR SUSPICIOUS ORDERS. IT’S SOM POLICY SPECIFIED THAT IF MULTIPLE ORDERS FOR THE SAME STORE ARE FLAGGED DURING THE SAME MONTH, ALL ORDERS AFTER THE FIRST ORDER WILL NOT BE INVESTIGATED AND WILL BE AUTOMATICALLY RELEASED BASED ON THE RELEASE OF THE FIRST ORDER**

See Exhibit B.479 hereto attached.

**7.480        OPINION – WALMART HELPED ACTAVIS MARKET OPIOIDS**

See Exhibit B.480 hereto attached.

Exhibit B.159, David S. Egilman Report Opiate Litigation

## OPINION – PURDUE AND WALGREENS CO-PROMOTED HYSINGLA EXTENDED RELEASE HYDROCODONE.

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Basis:

Purdue shared targeted physicians with Walgreens

2014.12.17 - PPLPC031001277089\_image - IMS Health Data Sharing Agreement between Purdue + Walgreens to co-promote Hysingla.

### **ATTACHMENT A**

As used in the Data Sharing Agreement of which this attachment is a part:

- A. "License Agreement" refers to the agreement by and between IMS and Purdue, which, among other things, defines the terms upon which Purdue may use and disclose the Data (as defined below) and/or Materials, as the case may be, and which agreement(s) is/are in effect as of the date of this Agreement.
- B. "Information" or "Data" refers to the following information and/or data provided pursuant to the applicable License Agreement, or any information derived from access by Walgreen to software, documentation and/or other materials ("Materials") licensed or disclosed to Purdue or Walgreen, as applicable, by IMS under the terms of the applicable License Agreement:

Effective Date: December 17, 2014

Expiration Date: December 17, 2015

"Information" / "Materials" shall mean:

Data provided from the following IMS service(s)/database(s): HCPSTM and XponentTM - will be used to assist in providing NPI, name, and address for a select group of HCPs.

Period(s) reported in the data: based on availability of Data during Dec 2014 Format(s) of the data: Email/Excel

Frequency of delivery of data (if more than one data delivery): One-Time

Specific drug(s) being co-promoted: Hysingla

USCs, Therapeutic class(es) and market(s) included in the data: Analgesics

- C. "Purpose" refers to the only purpose for which Walgreen may use the Information and Materials, which purpose is defined as follows (please place an "X" next to the most appropriate category): Products Stocking

Frequency of reporting by Walgreen to Purdue using Data/Materials: TBD

- D. Briefly describe the project/activity with which the Data / Materials will be used: Product Stocking - Purdue will provide a list of potential Hysingla ER prescribers for the purpose of Walgreens matching to their store/prescriber information so they can determine the appropriate stores to stock.

Exhibit B.193, David S. Egilman Report Opiate Litigation

## OPINION – REBATES INCREASE PROFITS AND SALES AND WERE USED TO INFLUENCE PHARMACISTS.

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PDD8801142702 - extra \$70 profit with the 80mg because of the rebate

From: Phil Cramer  
Sent: Tuesday, April 22, 1997 10:03 PM  
To: John Arent; Windell Fisher; Paul Kasprzycki; Stephen Seid; Bruce Taggart; Russell Gasdia  
Cc: Kathy Doran  
Subject: Re: OxyContin 40mg & 80mg Stocking

Russ,

I have been dismayed to see the inconsistency in stocking within districts. There are a fair number of representatives who have good stocking, and as to be expected, these are generally the top reps.

I think stocking of the 40mg and 80mg should be a major emphasis at the upcoming one day meetings. We can have a workshop highlighting sales ideas from the successfull representatives. A couple of ideas that I have run across recently:

\*\*\*Lynn Sipe uses the rebate in a unique way. He tells the pharmacist that they will realize an additional \$70 profit on their first prescription of the 80mg. While this may seem like a slight variation from presenting the rebate, it gets the pharmacist to focus on the business impact and the effect on their bottom line.

\*\*\*Catherine Swanson has been asking pharmacies that are reluctant to stock the 80mg, "which pharmacy would you stock in town, Dr. \_\_\_\_\_ is going to use the 80mg and I need to tell him where his patients can get their prescription filled."

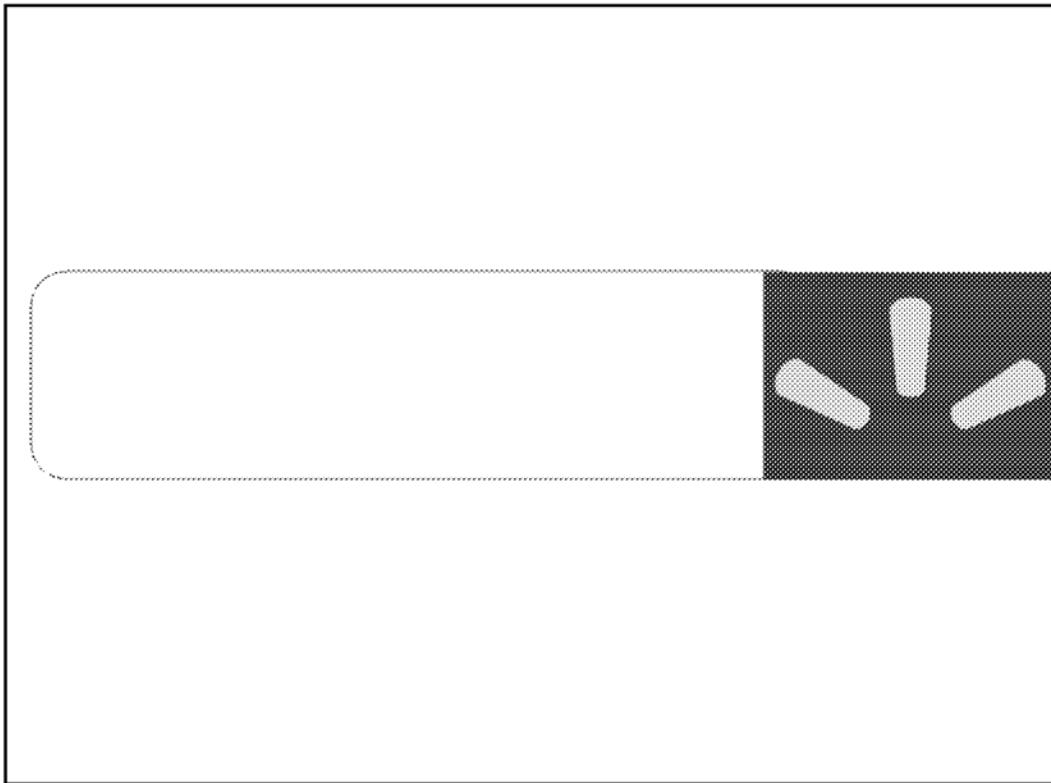
In every case, it is imperative for the rep to identify potential 80mg patients with their key physicians and then go to their key pharmacies with specific information. If the rep does a good enough job, the pharmacist can even call the office to check on the script.

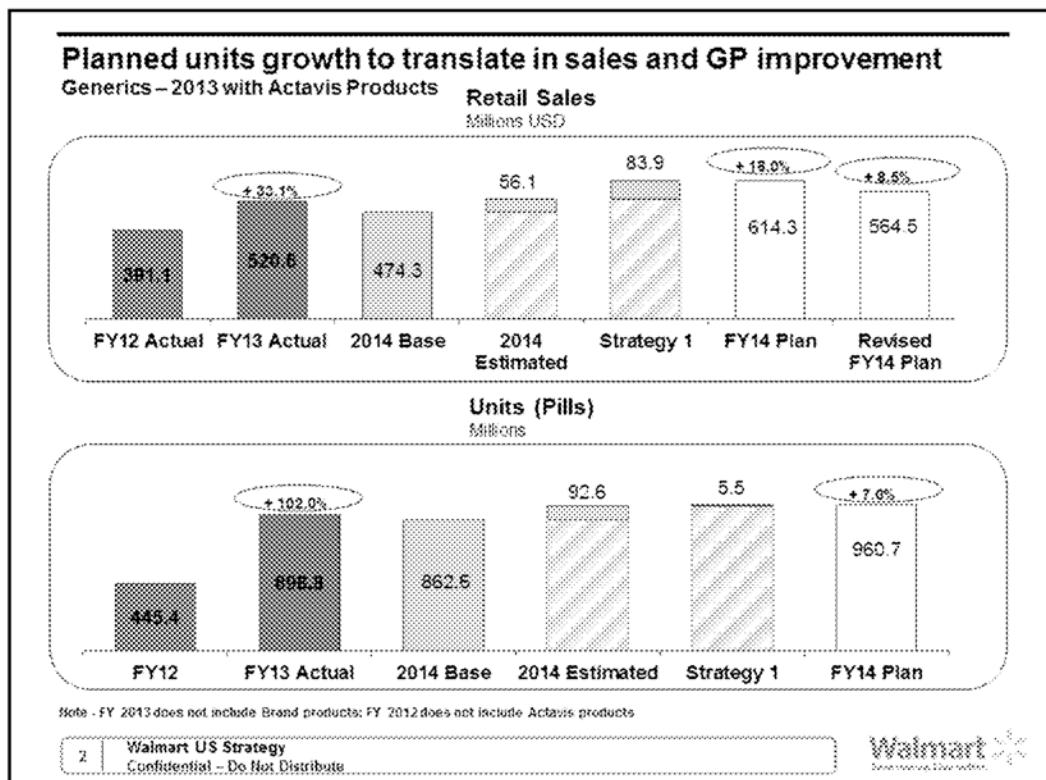
If we do decide to go with a contest, it will be important to recognize the reps who have done a good job already.

Phil

Opinion - Walmart helped Actavis Market Opioids







Totals for 2013 include the Watson and Actavis products. Data does not include Atorvastatin

Lamotrigine ODT

Rasagiline

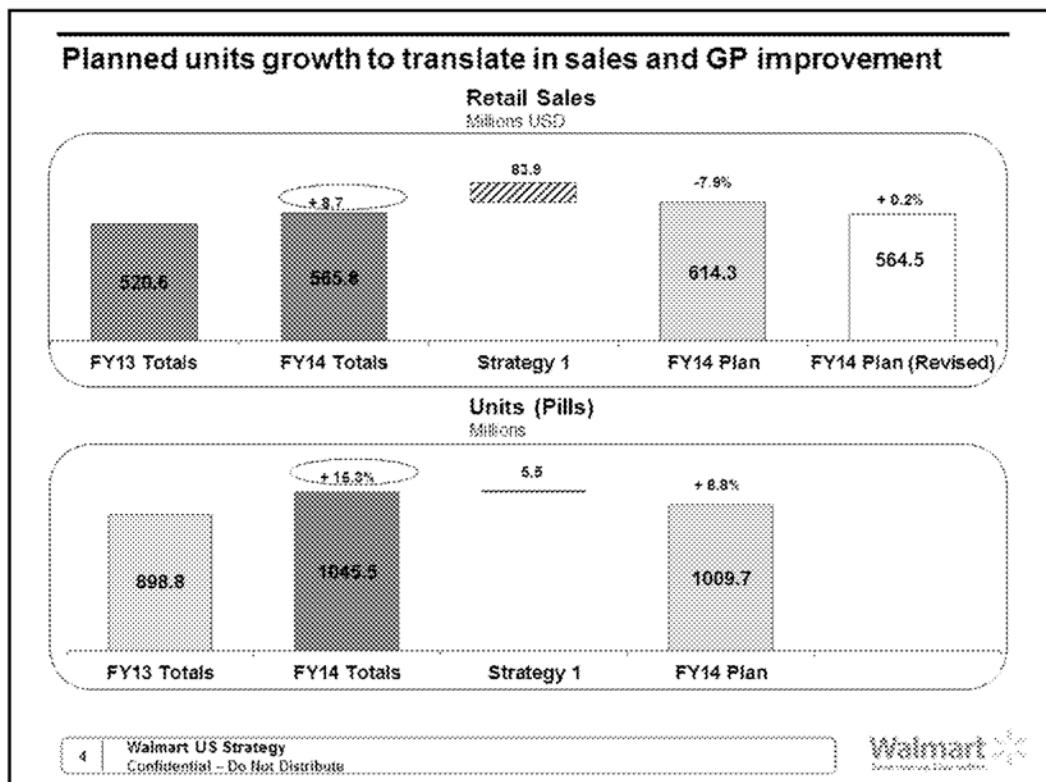
Hydromorphone

Lidocaine TDS

Revised Plan Reduces the sales dollars by those products not launched and includes an adjustment in the margins for the Lidocaine and Buprenorphine/Nalox.

| <b>Financial Performance Year Totals</b> |                        |                        |                            |                        |                            |
|--|------------------------|------------------------|----------------------------|------------------------|----------------------------|
| 2013 Totals Versus 2014 Totals           |                        |                        |                            |                        |                            |
|  | In Millions            |                        |                            |                        |                            |
|  | <u>2013<br/>Totals</u> | <u>2014<br/>Totals</u> | <u>Actual<br/>Increase</u> | <u>Actual<br/>Plan</u> | <u>Plan %<br/>Increase</u> |
| Total Sales                              | 520.6                  | 565.8                  | 8.0%                       | 614.3                  | -7.9%                      |
| Total Sales<br>Revised Plan              |                        | 565.8                  |                            | 564.5                  | 0.2%                       |
| Gross Profit %                           | 58.4%                  | 52.2%                  | -10.6%                     | 61.3%                  | -14.8%                     |
| Units                                    | 898.8                  | 1045.5                 | 14.0%                      | 960.7                  | 8.8%                       |

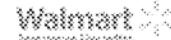
GP% solely due to the over-estimation of Lidocaine and Buprenorphine/Nalox.



Strategy 1 products either launched or have been pushed out to Wal-Mart fiscal 2015

| YTD Category Performance |           |                                     |             |                |               |                           |                           |                      |                      |               |                            |                           |              |             |  |
|--------------------------|-----------|-------------------------------------|-------------|----------------|---------------|---------------------------|---------------------------|----------------------|----------------------|---------------|----------------------------|---------------------------|--------------|-------------|--|
| Category                 | NDC Count | SALES GROWTH                        |             |                |               |                           |                           |                      |                      | Profitability |                            |                           |              |             |  |
|                          |           | Retail Sales<br>\$ and YOY Change % |             |                |               | Units                     |                           |                      |                      | Gross Profit  |                            |                           |              |             |  |
|                          |           | F12 -<br>F14                        | TOTAL<br>\$ | 2014<br>ACT \$ | 2014<br>ACT % | Fiscal<br>2014<br>Plan \$ | F14<br>Plan %<br>Increase | 2013<br>TOTAL<br>QTY | 2014<br>TOTAL<br>QTY | YTD<br>ACT %  | Fiscal<br>2014<br>Plan Qty | F14<br>Plan %<br>Increase | YTD<br>TOTAL | F14<br>Plan |  |
| ANTI-INFECTIVE           | 10        | 23.2                                | 23.5        | 1.3%           | 22.9          | 2.8%                      | 42.8                      | 42.3                 | (1.2%)               | 43.0          | (1.6%)                     | 73.1%                     | 65.3%        |             |  |
| DIABETES RX              | 11        | 23.5                                | 18.2        | (29.1%)        | 23.2          | (21.8%)                   | 60.9                      | 56.9                 | (7.0%)               | 61.1          | (8.9%)                     | 48.4%                     | 47.3%        |             |  |
| GASTROINTESTINAL         | 3         | 6.3                                 | 5.4         | (16.7%)        | 6.7           | (19.4%)                   | 30.8                      | 19.9                 | (53.8%)              | 31.0          | (35.8%)                    | 36.3%                     | 71.0%        |             |  |
| HEART HEALTH             | 21        | 139.4                               | 140.4       | 0.7%           | 136.1         | 3.2%                      | 203.7                     | 212.2                | 4.0%                 | 205.3         | 4.4%                       | 56.0%                     | 56.0%        |             |  |
| MENS                     | 3         | 2.0                                 | 6.6         | 69.7%          | 3.3           | 100.0%                    | 8.4                       | 1.0                  | 80.0%                | 9.8           | 88.7%                      | 76.7%                     | 87.8%        |             |  |
| MENTAL                   | 36        | 222.6                               | 240.8       | 7.6%           | 225.9         | 8.6%                      | 404.6                     | 515.4                | 21.5%                | 450.2         | 14.5%                      | 96.3%                     | 94.5%        |             |  |
| ONCOLOGY                 | 2         | 1.9                                 | 2.0         | 5.0%           | 1.9           | 6.3%                      | 7.5                       | 8.2                  | 8.5%                 | 7.5           | 9.3%                       | 34.5%                     | 51.5%        |             |  |
| OPHTHALMIC               | 1         | 0.2                                 | 1.1         | 81.8%          | 0.8           | 22.2%                     | 0.4                       | 1.9                  | 78.9%                | 1.4           | 35.7%                      | 77.7%                     | 79.6%        |             |  |
| PAIN MANAGEMENT          | 23        | 48.0                                | 71.4        | 32.8%          | 132.0         | (45.0%)                   | 94.0                      | 127.9                | 26.5%                | 101.8         | 25.9%                      | 57.5%                     | 72.1%        |             |  |
| RESPIRATORY 2            | 3         | 5.2                                 | 9.0         | 42.2%          | 12.0          | (25.0%)                   | 3.7                       | 8.8                  | 58.0%                | 9.1           | (9.3%)                     | 70.8%                     | 33.0%        |             |  |
| SKIN                     | 7         | 5.7                                 | 7.0         | 18.8%          | 5.7           | 4.5%                      | 4.0                       | 5.2                  | 23.1%                | 4.8           | 19.8%                      | 25.8%                     | 29.3%        |             |  |
| URINARY                  | 3         | 6.2                                 | 7.7         | 19.0%          | 7.6           | 1.3%                      | 3.8                       | 4.4                  | 18.2%                | 3.9           | 12.8%                      | 67.8%                     | 62.1%        |             |  |
| WOMENS                   | 14        | 36.4                                | 32.4        | (12.0%)        | 35.1          | (7.7%)                    | 42.6                      | 41.5                 | (2.7%)               | 43.4          | (4.4%)                     | 52.2%                     | 48.7%        |             |  |
| TOTAL WMT US             | 137       | 520.6                               | 565.8       | 8.0%           | 514.3         | (7.9%)                    | 898.8                     | 1,045.6              | 14.0%                | 960.7         | 8.8%                       | 48.8%                     | 61.3%        |             |  |

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Walmart US Strategy  
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## Sales

Gastro – Due to the discontinuance of Ranitidine

Pain Mgmt sales is due to over valuing the Lidocaine and Buprenorphine/Nalox \$s

Respiratory – Solely due to estimations

Womens – Pre-dominantly due to the loss of Reclipsen.

## Profitability

Gastro – due to the discontinuance of Ranitidine

Oncology – Profitability did not account for changes in market conditions (price increase)

Respiratory – Significant changes in market pricing – price decreases in the market WM price reduction in Feb 13

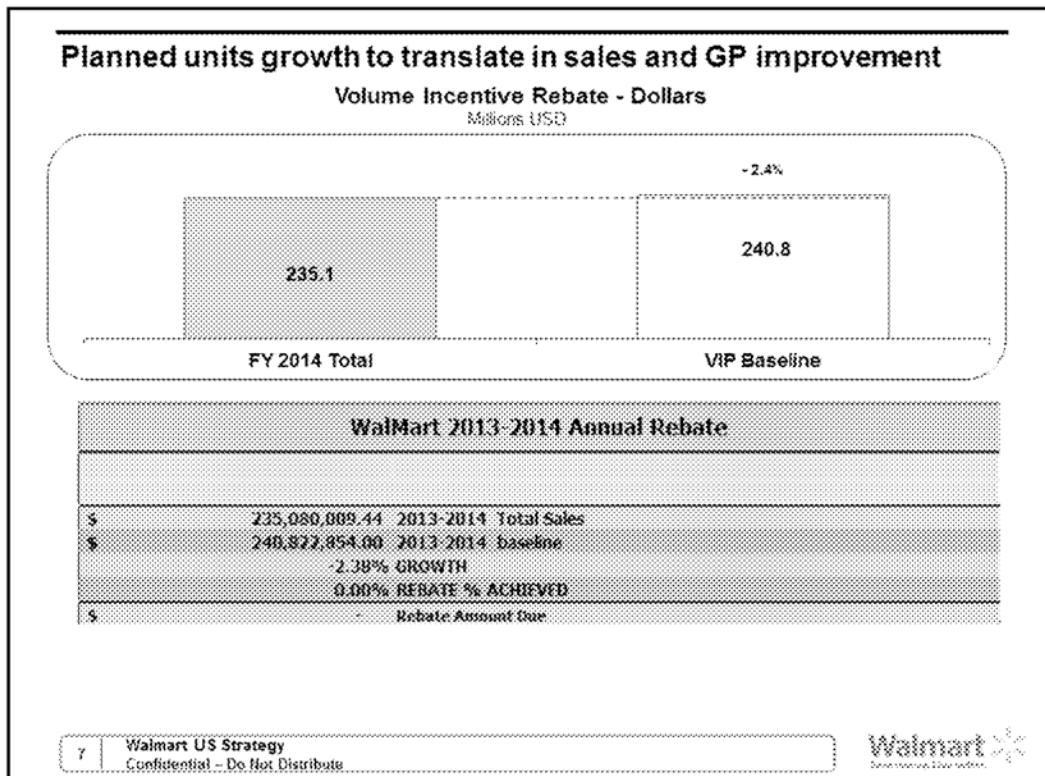
Skin – Recommend WM reviews Podofilox re-imbursement rate

Pain Management due solely to estimations

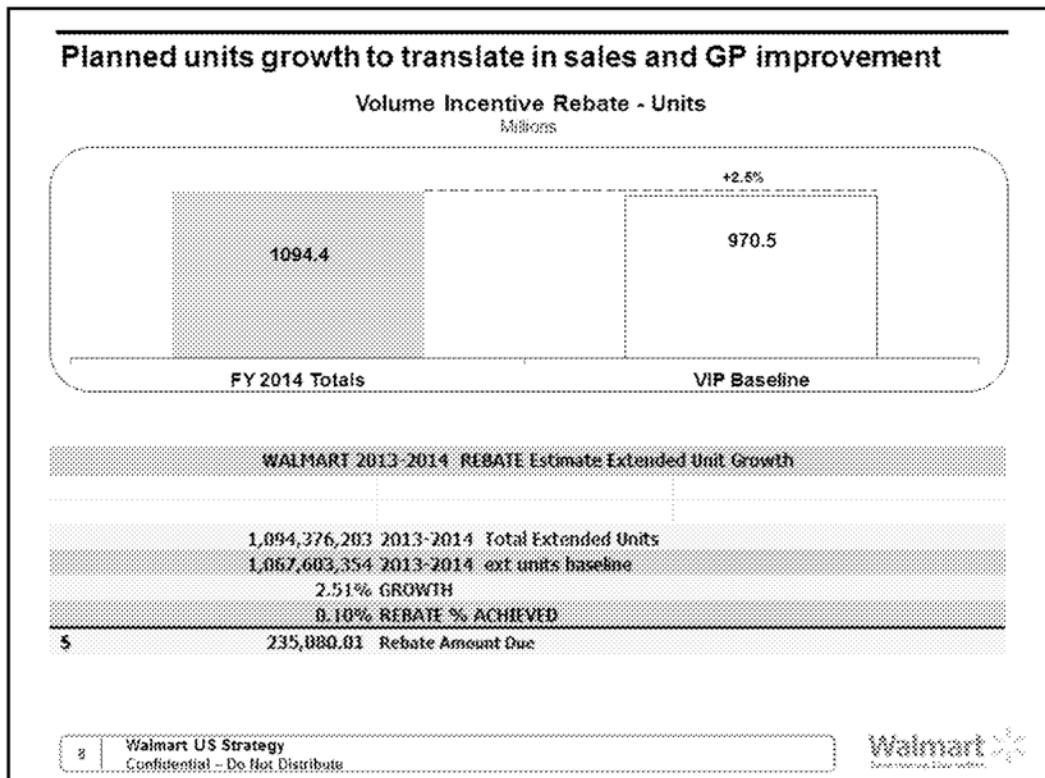
| <b>Financial Performance Totals – Unit Turns by Category</b> |                                  |                                  |                                   |                                   |
|--|----------------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| <b>CATEGORY</b>  | <b>2013 Totals<br/>Instock %</b> | <b>2014 Totals<br/>Instock %</b> | <b>2013 Totals<br/>Unit Turns</b> | <b>2014 Totals<br/>Unit Turns</b> |
| ANTH-INFECTIVE   | 98.17                            | 96.68                            | 6.54                              | 6.77                              |
| DIABETES RX  | 99.18                            | 99.21                            | 7.74                              | 10.39                             |
| GASTROINTESTINAL HEALTH                                      | 99.22                            | 99.10                            | 5.62                              | 6.44                              |
| HEART HEALTH   | 99.05                            | 99.07                            | 15.54                             | 19.24                             |
| MENS HEALTH  | 97.59                            | 97.45                            | 2.85                              | 4.46                              |
| MENTAL HEALTH  | 99.21                            | 99.09                            | 14.37                             | 18.46                             |
| ONCOLOGY   | 98.12                            | 98.40                            | 7.16                              | 12.01                             |
| OPHTHALMIC   | 97.40                            | 99.64                            | 4.94                              | 4.24                              |
| PAIN MANAGEMENT  | 96.57                            | 98.06                            | 9.75                              | 13.31                             |
| RESPIRATORY HEALTH2  | 97.87                            | 98.93                            | 5.10                              | 3.59                              |
| SKIN HEALTH  | 97.51                            | 97.84                            | 3.12                              | 3.55                              |
| URINARY HEALTH   | 99.13                            | 99.05                            | 3.88                              | 4.43                              |
| WOMENS HEALTH  | 98.57                            | 96.48                            | 6.42                              | 7.71                              |

\*Pulled from RetailLink Vendor Scorecard  
Walmart US Strategy  
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Total Sales \$s include Canada and UK



Strategy 1 products either launched or have been pushed out to Wal-Mart fiscal 2015

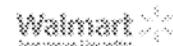
## Items Wins

### • Material Description Won

- Buprenorphine/Naloxone 2mg/0.5mg, 8mg/2mg – 2/22/2013
- Enoxaparin Sodium 40mg/0.4mL – 4/10/2013
- Nabemtone 500mg, 750mg
- Alprazolam ER 0.5mg, 1mg, 2mg, 3mg – 9/25/2013
- Oxymorphone ER 5 mg, 7.5mg, 10mg, 15mg, 20mg, 30mg, 40mg 100ct – 10/28/2013
  - 60cts added 1/29/2014
- Lorazepam 0.5mg, 1mg, 2mg – 11/22/2013
- Desonide Lotion 0.05% - 11/25/2013
- Nystatin Ointment 10000U – 11/25/2013
- Tretinoin 0.025% Cream – 11/25/2013
- Tamsulosin 0.4mg – 1/16/2014
- Telmisartan 20mg, 40mg, 80mg – 1/16/2014

- Value - \$37.5M Est. Annual Retail Sales

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## Items Losses

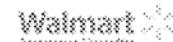
- **Material Description Loss**

- Amethia 0.5/0.03mg + 0.01mg Tab 2x91
- Glyburide/Metformin 1.25/250mg, 2.5/500mg
- Prednisone 10mg 100ct, 500ct
- Reclipsen 0.15mg / 0.30mg
- Zarah 3/0.03mg Tab 3x28

- Value - \$9.4M Est. Annual Retail Sales

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## Key Product Price Adjustments

- **Significant Changes - Decreases**

- Betamethasone Diprop 0.05% and Betamethasone Diprop Aug 0.05%
- Desmopressin 0.2mg
- Glipizide ER 2.5mg, 5mg, 10mg
- Levalbuterol HCl 0.31mg, 0.63mg, 1.25mg
- Methylphenidate ER 18mg, 27mg, 36mg, 54mg
- Nateglinide 60mg, 120mg
- Trospium Chloride ER 60mg

- Value - \$24.5M Estimated Annual Cost Savings

- **Significant Changes - Increases**

- Chlorzoxazone HCl 500mg
- Methylphenidate ER Caps 20mg, 30mg, 40mg
- Nizatidine 150mg, 300mg
- Prednisone 20mg
- Promethazine Suppositories 25mg

- Value - \$4.9M Estimated Annual Cost Increases

- Overall Net Change - \$19.6M Estimated Annual Cost Savings

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| 2014 Walmart Joint Business Plan Tracker  |  |  |  |
|---|--|--|--|
| Key Deliverables  | Target Date  | Completion Date  | Responsible  |
| JBP 2014 Planning meeting<br>JBP FY14 final JBP Presentation<br>Obtaining final list of FY14 pre-committed products - Pipeline and JBP Appendix Items   | March 2013<br>April 2013<br>5/12/13 (Within 30 days of final JBP presentation) | 3/18/13<br>4/12/13<br>Received final new product pre-commits from pharmacy team  | SBC<br>Allen, Andy, Christine, and Cindy<br>Walmart Buying group |
| Annual Volume Incentive Program – Walmart Inc<br>1. Alan and Cindy to finalize agreement including based on receiving final list of pre-committed products from Walmart buying team<br>2. Cindy to forward agreement to Walmart<br>3. Walmart reviews and completes   | June 1   | Finalized and executed between Walmart and Actavis by target date  | Andy, Alan, Cindy, Christine, and Actavis Contracts Team         |
| New Product Conversion Program<br>1. Cindy to work with Alan and Actavis Contracts team to prepare and send agreement to Walmart in advance of pre-committed product launches<br>2. Cindy will work with Actavis marketing program to identify internal marketing plans for new products in advance of new launches   | May 31   | New product Conversion Program was implemented for the following needs: market products: Lipoderm 5% patch and Temgesic tablet.<br><br>Ongoing | Cindy, Alan, Actavis Contracts Team                              |
| Global Actavis Agreement for Walmart<br>1. Andy to work with Actavis Canada and UK group to find out sales and products being sold to Walmart<br>2. Andy to meet with Actavis Legal to determine viability of preparing one aggregate Volume Incentive program for Walmart Inc. (UK and Canada sales could tie into volumes for establishing the VIP program) | JULY 1   | 11/14/13 - Walmart's agreement was completed   | Cindy, Alan, Sandy   |

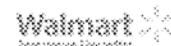
Walmart 

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Walmart US Strategy  
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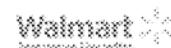
| 2014 Walmart Joint Business Plan Tracker  |   |   |   |
|---|---|---|---|
| Key Deliverables  | Target Date   | Completion Date   | Responsible   |
| In support of "Walmart's Made in America Initiative" Actavis will identify 1-2 products currently made outside the US to determine feasibility and costs to Actavis and Walmart for moving the manufacturing to the US.   | August 1  | Actavis identified Sterling Cophthalmics as a potential product to move manufacturing to US; however, Walmart has locked into an agreement with a company that makes the products in the US.                      | Andy, Alison, Cindy,  |
| Direct/Indirect purchase review – conducted quarterly to identify any significant increase or large indirect purchases.<br>1. Indirect purchases that exceed 400 bottles per month, or, more than 3% of their usage will be brought to the buyer's attention.<br>2. Buyers will take action within 15 days of notice  | Within 30 days after close of each quarter: May 31 <sup>st</sup> , Aug. 31 <sup>st</sup> , Oct. 31 <sup>st</sup> , Feb 28 <sup>th</sup> | Completed Q1, Q2, Q3, and Q4 review.  | Cindy, Christina  |
| RetailLink<br>1. Training<br>2. Full data access needed for Christina Koleto to be able to access Wal-mart's indirect purchases of Actavis generics, brands, and Actavis OTC products.  | June 30, 2013   | Cindy and Christina completed RetailLink training - May 2013  | Cindy, new Actavis Customer Service team  |
| Joint Supply Chain Receiving Meeting between Walmart and Actavis Operations teams at a Walmart DC. Investigate opportunities for increasing operational efficiencies as they relate to:<br>1. Case pack ordering<br>2. Pallet ordering<br>3. Breaking pallets into layers<br>4. Returns - Review current process for improving efficiencies- identify correction rate | August 31, 2013   | Supply Chain meeting between Walmart and Actavis took place at the Bentonville, AR Distribution Center on August 27, 2013. "Smart Ordering" was discussed. Action plan to be presented as a FY 15 JBP initiative. | Cindy, Andy, Ed Oliver, Christina Koleto, Walmart/Actavis operations teams, Walmart buyers, customer service reps |

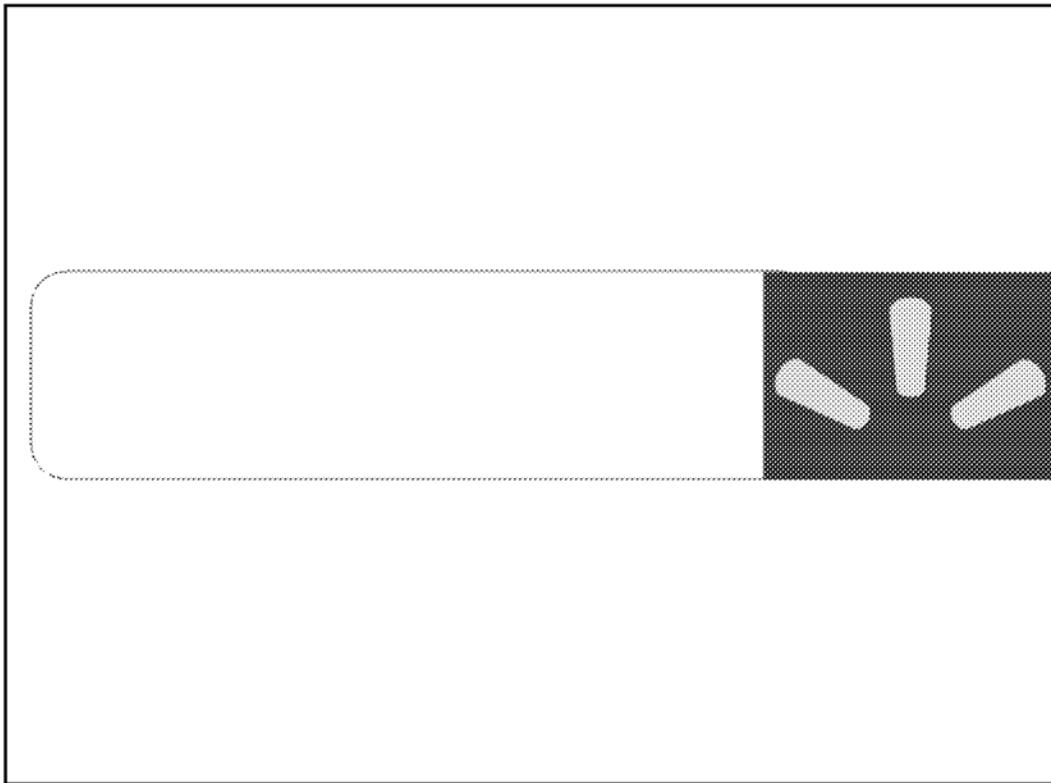
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| 2014 Walmart Joint Business Plan Tracker   |   |   |                                      |
|--|---|---|--------------------------------------|
| Key Deliverables   | Target Date   | Completion Date   | Responsible                          |
| Compliance Pack Opportunities<br>1. Mixed Amphetamines - Meetings taking place with packagers during NACDS annual meeting<br>2. Actavis to identify Compliance pack repackaging company<br>3. Agreement to be prepared and finalized<br>4. Forecast and date for stability completion and eta date of finished compliance pack product                         | July 31   | In progress; timeline for moving Methylphenidate 30mg and 5mg from 105 to 30 ct bottles is estimated for April/May timeframe. | Cindy, Andi                          |
| "Printed Label" Outer Carton   | Q4 - 2013   | Currently in process of finalizing. Estimated cutoff date: Q2/2014  | Andi, Cindy                          |
| Review line and upcoming products for appropriate bottle sizes<br>1. Cindy and Christina will review purchases quarterly (broken out for each buyer) to determine if an alternative bottle size should be purchased by Walmart, based on dispensing history and Watson ability to provide an alternative size.<br>2. Methylphenidate ER - move to 30 ct bottle | Within 30 days after close of each quarter: May 31 <sup>st</sup> (Sharma's products); Aug. 31 <sup>st</sup> (Steve's products); Oct. 21 <sup>st</sup> (Apple's products); Feb. 28 <sup>th</sup> (Patsy's products). | Completion review of Sharma, Steve, Apple, and Patsy's  | Cindy, Christina                     |
| Compliance Pack Return Policy - Complete and send to Walmart   | May 23  | Already covered under Watson return policy for Watson label products  | Allen, Cindy, Actavis Contracts team |
| New products Distribution - communicate with Walmart Buyer in advance of each new product launch to determine if Andi should perform initial shipment. No cost to Walmart. Additionally, determination is to be made by Walmart Buyer if this is a B to G full launch  | 90 days or more prior if the date is firm or very likely.   | Lidocaine and Tilmisartan launches were "Rapid shipped" by Andi to Walmart stores.  | Cindy and Walmart Buyer              |
| Addendum to Return Policy: Cover unopened partials of liquids for Walmart  | Q3 2013   | Addendum was created and executed between Walmart and Actavis effective 12/4/13   | Patsy and Cindy                      |
| Schedule Quarterly Reviews   | To be scheduled with Patsy  | Ongoing with Patsy  | Patsy and Cindy                      |

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**Business Review**

| Category                      | Net Contract Sales Out - [Ext Units] |                      |                        | Net Contract Sales - Out Dollars |                      |             |
|-------------------------------|--------------------------------------|----------------------|------------------------|----------------------------------|----------------------|-------------|
|                               | 2012                                 | 2013                 | % Change (or Variance) | 2012                             | 2013                 | % Change    |
| <b>GENERIC</b>                |                                      |                      |                        |                                  |                      |             |
| RX                            | 1,074,542,456                        | 1,008,782,897        | -6%                    | 223,350,714                      | 128,511,653          | -42%        |
| Methylphenidate ER (Concerta) | 15,395,130                           | 15,305,518           | -1%                    | 50,790,107                       | 50,822,129           | 16%         |
| HCBAs                         | 788,457                              | 611,129              | -23%                   | 77,014                           | 94,181               | 22%         |
| Oxycodone                     |                                      | 2,184,030            |                        |                                  | 13,335,663           |             |
| C. II                         | 34,033,509                           | 35,558,666           | +4%                    | 10,938,085                       | 10,893,076           | -3%         |
| Controls                      | 56,932,315                           | 54,704,689           | -4%                    | 649,433                          | 2,775,602            | 333%        |
| Birth Control                 | 46,032,324                           | 39,112,046           | -15%                   | 24,241,984                       | 17,118,529           | -29%        |
| <b>TOTAL GENERIC Rx:</b>      | <b>1,227,725,191</b>                 | <b>1,156,250,378</b> | <b>-6%</b>             | <b>\$320,639,247</b>             | <b>\$223,559,833</b> | <b>-36%</b> |

**Net Source Sales Units**

**Net Source Sales Value**

NOTE: 2012 Sales Category does not include Actives sold by units.

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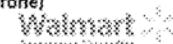
**Wal-Mart Product Country of Origin**

| Product Family       | Country | Product Family       | Country | Product Family       | Country  |
|----------------------|---------|----------------------|---------|----------------------|----------|
| ACARBOSE             | MALTA   | GLYBURICEMETFORMIN   | US      | PROGESTERONE INI     | PORTUGAL |
| ALBUTEROL SULFATE    | INDIA   | BANDROKATE SOD       | MALTA   | PROPYLTHOURACIL      | US       |
| AMOXAPINE            | INDIA   | BIPATROPIUM ALBUT    | INDIA   | QUINIDINE SULFATE    | INDIA    |
| BUPROPION Wellbutrin | US      | LEVETIRACETAM        | US      | RIVASTIGMINE TARTRAT | INDIA    |
| BUPROPION XL ACT     | US      | LOVAPINE             | INDIA   | ROPHENIROLE HCL ER   | US       |
| CARBIDOPA/LEVOCOCA   | US      | MATZIM LA            | US      | SILDENAFIL-REVATIO   | INDIA    |
| CHLORZOXAZONE TAB    | INDIA   | METFORMIN HCL XT AG  | US      | SULFASALAZINE        | US       |
| CLARITHROMYCIN       | US      | METOPROLOL SUCC ER   | US      | SURIDAC              | INDIA    |
| CLOBETASOL           | US      | METRONIDAZOLE        | INDIA   | TAMOXIFEN CITRATE    | US       |
| CLONDINE             | US      | MINOCYCLINE          | INDIA   | TAMSULOSIN HCL       | GERMANY  |
| DESIPIRAMINE         | US      | MINOXIDIL            | INDIA   | TAZTIA XT            | US       |
| DESMOPRESSIN ACETATE | US      | NABUMETONE           | INDIA   | TELMISARTAN          | INDIA    |
| DICLOFENAC SODIMSOF  | US      | NATEGLINE            | INDIA   | TESTOSTERONE         | PORTUGAL |
| DISOPYRAMIDE         | INDIA   | NIFEDIPINE           | US      | TIZANIDINE           | IRELAND  |
| DOXYCYCLINE MONOHYDR | US      | NIZATIDINE           | INDIA   | TRANDOLAPRL          | MALTA    |
| ENOKAPARIN 300       | US      | PILOCARPINE          | CANADA  | TRIHEXYPHENIOL       | INDIA    |
| ESTROPIRATE          | US      | PREDONISONE          | INDIA   | TRIPEPTIUM CHLORIDE  | US       |
| FLUTAMIDE            | US      | PRIMIDONE            | INDIA   | VALPROIC ACID        | US       |
| GABAPENTIN TAB       | INDIA   | PROBENECID           | INDIA   | VERAPAMIL            | INDIA    |
| GLUCOSE ER           | US      | PROBENECID COLCHICIN | INDIA   | VERAPAMIL SR         | IRELAND  |

**MADE IN USA**

- Oral Contraceptives (Except for a few made in Canada)
- Liquids
- Topicals
- Time Release
- Controls (Except Testosterone)

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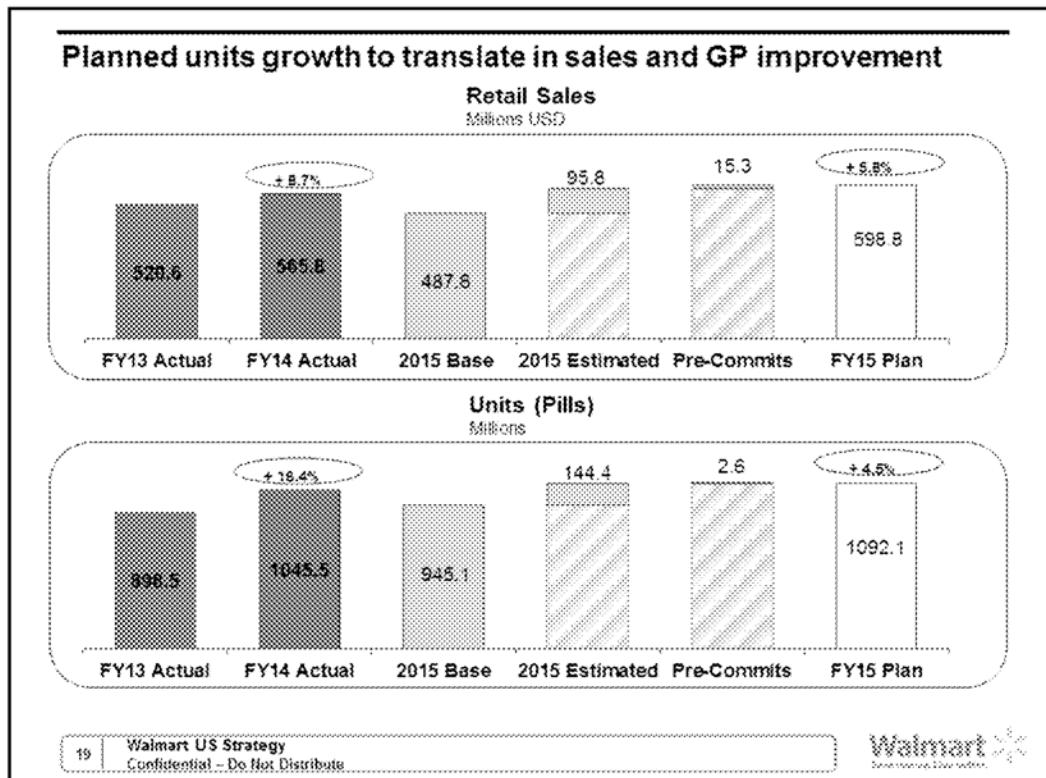
Updated based on current contract 5/8/2014

**Top 20 Products by Family and Sales Quantity - Country of Origins**

| Product Family       | Fiscal 2015 Q1 Sales Qty | Country of Manufacturer |
|----------------------|--------------------------|-------------------------|
| METOPROLOL SUCC ER   | 529,541                  | USA                     |
| GUPIZIDE ER          | 493,386                  | USA                     |
| ALPRAZOLAM           | 171,313                  | USA                     |
| BUPROPION XL ACT     | 147,530                  | USA                     |
| OXYCODONE HCL        | 99,041                   | USA                     |
| BUPROPION Wellbutrin | 96,480                   | USA                     |
| PREDNISONE           | 95,639                   | India                   |
| CARBIDOPA/LEVODOPA   | 93,643                   | USA                     |
| FENTANYL PATCH       | 89,016                   | USA                     |
| GASAPENTIN TAB       | 85,259                   | USA                     |
| CLONIDINE            | 85,249                   | USA                     |
| LORAZEPAM            | 72,719                   | USA                     |
| TAZTIA XT            | 63,573                   | USA                     |
| BUPROPION XL         | 57,460                   | USA                     |
| BUPROFEN (RX)        | 57,411                   | USA                     |
| MICROGESTIN          | 56,462                   | USA                     |
| TAMOXIFEN CITRATE    | 55,203                   | USA                     |
| EIDOCANE PATCH       | 53,845                   | USA                     |
| SILVER SULFADIAZINE  | 51,597                   | USA                     |
| METHYLPHENIDATE AG   | 48,784                   | USA                     |

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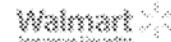
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|                             |             |
|-----------------------------|-------------|
| Hydromorphone ER            | June 2014   |
| Methylphenidate ER TD Patch | August 2014 |
| Rivastigmine TD             | Aug 2014    |
| Guanfacine ER               | Dec 2014    |

| <b>Generic Base Business is Growing Sales and Units</b> |           |                          |       |       |                           |        |       |                          |        |        |                                 |       |       |                |     |  |
|---|-----------|--------------------------|-------|-------|---------------------------|--------|-------|--------------------------|--------|--------|---------------------------------|-------|-------|----------------|-----|--|
|   | NDC Count | Retail Sales \$ Millions |       |       | Retail Sales % Change Y/Y |        |       | Retail Units \$ Millions |        |        | Unit Sales (Pills) % Change Y/Y |       |       | Gross Profit % |     |  |
|   |           | F13                      | F14   | F15   | F14                       | F15    | F13   | F14                      | F15    | F14    | F15                             | F13   | F14   | F15            | F13 |  |
| Category  | F13 – F15 | ACT                      | ACT   | Goal  | ACT                       | Goal   | ACT   | ACT                      | Goal   | ACT    | Goal                            | ACT   | ACT   | Goal           |     |  |
| ANTI-INFECTIVE  | 10        | 23.2                     | 23.5  | 26.7  | -1.3%                     | 13.5%  | 42.8  | 42.3                     | 46.4   | 9.5%   | 14.5%                           | 55.1% | 73.1% | 76.8%          |     |  |
| DIABETES RX   | 12        | 23.5                     | 18.2  | 17.8  | -1.3%                     | -2.1%  | 60.9  | 58.9                     | 58.9   | 0.3%   | -0.1%                           | 47.6% | 46.4% | 61.2%          |     |  |
| GASTROINTESTINAL  | 4         | 6.3                      | 5.4   | 4.3   | 6.3%                      | -20.1% | 30.8  | 19.9                     | 14.4   | 1.3%   | -27.5%                          | 73.7% | 36.3% | 5.9%           |     |  |
| HEART HEALTH  | 22        | 139.4                    | 140.4 | 162.6 | -2.4%                     | 8.7%   | 203.7 | 212.2                    | 214.8  | 0.1%   | 1.2%                            | 58.7% | 56.9% | 65.0%          |     |  |
| MENS  | 3         | 2.0                      | 6.8   | 6.7   | 85.0%                     | 0.9%   | 6.4   | 1.0                      | 1.0    | 50.0%  | -4.1%                           | 50.8% | 76.7% | 50.7%          |     |  |
| MENTAL  | 41        | 222.8                    | 230.9 | 243.5 | 1.5%                      | 1.1%   | 404.8 | 515.3                    | 576.9  | 11.2%  | 11.9%                           | 61.6% | 68.3% | 67.1%          |     |  |
| ONCOLOGY  | 2         | 1.6                      | 2.0   | 2.2   | 6.0%                      | 11.0%  | 7.5   | 8.2                      | 8.2    | 0.0%   | 0.3%                            | 51.5% | 34.5% | 30.9%          |     |  |
| OPHTHALMIC  | 1         | 0.2                      | 1.1   | 1.2   | 350.0%                    | 4.5%   | 0.4   | 1.3                      | 1.9    | 280.0% | 0.2%                            | 77.7% | 60.4% |                |     |  |
| PAIN MANAGEMENT   | 21        | 48.6                     | 71.4  | 93.4  | 176.0%                    | 36.3%  | 94.0  | 127.8                    | 116.1  | 7.9%   | -9.2%                           | 79.8% | 37.5% | 40.4%          |     |  |
| RESPIRATORY 2   | 3         | 5.2                      | 9.9   | 8.8   | 130.8%                    | -1.6%  | 3.7   | 8.8                      | 8.8    | 148.8% | -0.4%                           | 35.3% | 79.8% | 76.0%          |     |  |
| SKIN  | 8         | 5.7                      | 7.0   | 7.2   | 17.5%                     | 2.7%   | 4.0   | 5.2                      | 5.4    | 15.0%  | 4.5%                            | 28.5% | 25.9% | 34.1%          |     |  |
| URINARY   | 3         | 6.2                      | 7.7   | 7.8   | 22.6%                     | -1.9%  | 3.8   | 4.4                      | 4.4    | 8.3%   | -0.6%                           | 73.9% | 67.9% | 70.7%          |     |  |
| WOMENS  | 17        | 36.4                     | 32.4  | 26.9  | -3.8%                     | -17.1% | 42.6  | 41.5                     | 34.9   | 1.9%   | -18.0%                          | 44.5% | 52.2% | 49.6%          |     |  |
| TOTAL WMT US  | 147       | 529.8                    | 566.8 | 598.8 | 18.0%                     | 5.8%   | 898.8 | 1045.5                   | 1092.1 | 7.0%   | 4.5%                            | 58.8% | 48.8% | 61.9%          |     |  |

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## Sales

Anti-infective due to the addition of Nystatin

Gastro – Ranitidine discontinuance

Pain Management – Due to the addition of Lidocaine patches

Womens Health – Due to the loss of Reclipsen

## GP%

Diabetes – Increase in GP due to cost reduction in the Glipizide ER

Gastro – solely due to Ranitidine

Heart Health – Clonidine and Metoprolol ER – high volume products with high GP bring the overall level up

Men Health – Due to market conditions Actavis found it necessary to take a price increase

Pain Management – Conservative Estimate on Hydromorphone ER; with the reductions on Lidocaine, This should increase

| <b>JBP Launches...</b> |                        |   |                                |  |
|------------------------|------------------------|---|--------------------------------|--|
|                        | New Rents<br>NDC Count | New Rents Names                                     | Unit Sales (Pills)<br>Millions |  |
| Catagory               |                        |   |                                |  |
| HEART HEALTH           | 4                      | GUANFACINE ER (INTUNIV) 1MG, 2MG, 3MG, 4MG          | 1.4M                           |  |
| MENTAL                 | 2                      | RIVASTIGMINE TD (EXELON PATCH) 4.5MG, 8.5MG, 13.5MG | 0.38M                          |  |
| PAIN MANAGEMENT        | 3                      | HYDROMORPHONE ER (EXALOG) 8MG, 12MG, 16MG           | 5.18M                          |  |
| WOMENS                 | 1                      | BANETTE (NATADIA) 3MG/2MG-1MG                       | <0.1M                          |  |
| TOTAL VM US            |                        |   | 2.8M                           |  |

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Hydromorphone ER

June 2014

Rivastigmine TD

Aug 2014

Banette

Sept 2014

Guanfacine ER

Dec 2014

**JBP Growth Plan and Initiative Tracker – Company Actavis**

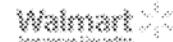
|                       |                           | GOALS                 | OPPORTUNITY |                |                          |
|-----------------------|---------------------------|-----------------------|-------------|----------------|--------------------------|
|                       |                           | Product Opportunities |             |                |                          |
| Product Opportunities | Joint Initiative          | Supplier Owner        | WMT Owner   | F15 Target     | Notes                    |
|                       | Hydromorphone ER (Exalgo) | Cindy Stevens         | Jodi        | June 2014      | '13 Brand Disp TRx: 225K |
|                       | Rivastigmine TD (Exelon)  | Cindy Stevens         | Patsy       | August 2014    | '13 Brand Disp TRx: 1.5M |
|                       | Sanette (Natazia)         | Cindy Stevens         | Patsy       | September 2014 | '13 Brand Disp TRx: 240K |
|                       | Guanfacine ER (Intuniv)   | Cindy Stevens         | Patsy       | December 2014  | '13 Brand Disp TRx: 2.6M |
|                       | TOTAL                     |                       |             | \$15.3M        |                          |

## Proposed Value Added Programs – Draft Concepts

- New Product Launch Conversion Program
- Walmart/Actavis Generic Market Penetration Program
- Portfolio Management Program

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**New Entry Conversion Program  
Pre-Commit / At Market Formulation Products**

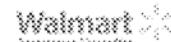
- Week 1: 70% Generic Conversion – 1.0% Rebate
- Week 2: 75% Generic Conversion – 1.5% Rebate
- Week 3: 80% Generic Conversion – 2.0% Rebate
- Week 4: 85% Generic Conversion – 2.5% Rebate
- Week 5: 90% Generic Conversion – 3.0% Rebate
- Week 6: 95% Generic Conversion – 3.5% Rebate

Rebate level attained will be applied to the first 6 weeks of product launch

**Walmart / Actavis Generic Market Penetration Program**

- Paid Semi-Annually
- Walmart to provide Actavis with dispensing data of Brand Sales, Total Generic Sales and Actavis Sales by GPI/GCN
- Actavis will calculate the Actavis base generic market share percent (x) and create potential tiers as follows:
  - x+1% Actavis Product – 0.5% Rebate
  - x+2% Actavis Product – 1.0% Rebate
  - x+3% Actavis Product – 1.5% Rebate
  - x+4% Actavis Product – 2.0% Rebate
  - x+5% Actavis Product – 2.5% Rebate
- Actavis shall calculate and pay earned rebate on net direct contract purchases using Walmart dispensing data

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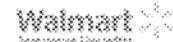
## Portfolio Program New Standards Review

### 2014 Guidelines – Key Highlights

- Products Primary Awarded / Maintained by the first day of the third month of the quarter.
- Products removed from Primary position before the first day of the third month of the quarter will not be eligible for the point(s).
- Points eligible for products that maintain 75% Actavis generic usage (Walmart to supply current formulary & usage on a quarterly basis (clarify total usage)
- The Rebate Percent obtained by the customer will pertain to the full quarter.
- Potential points for new Product launches will be at Actavis discretion.

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| <b>JBP Growth Plan and Initiative Tracker – Company Actavis</b> |   |                             |                 |            |       |
|---|---|-----------------------------|-----------------|------------|-------|
|   |   | GOALS                       | OPPORTUNITY     |            |       |
|   |   | EDLP / EDLC Generics        |                 |            |       |
| Opportunity   | Joint Initiative  | Supplier Owner              | WMT Owner       | F15 Target | Notes |
| EDLP / EDLC   | Volume Incentive Program (US, UK, Canada) Wal-Mart, Inc.<br>1. Cindy to work with Actavis team to finalize agreement based on receiving final list of pre-committed products from Wal-Mart buying team  | Andy, Cindy Contracts Team  | Patsy Little    | June 2014  |       |
|   | New-to-Market Product Conversion Program<br>Cindy will work with Actavis marketing program to identify new products in advance of new-to-market launches<br>Cindy to discuss feasibility of program with each Wal-Mart buyer in advance of new-to-market product launches | Cindy, Contracts Team       | Patsy Little    | June 2014  |       |
|   | New Value Added Portfolio Program   | Cindy, Actavis Rebates Team | Wal-Mart Buyers | Feb 1      |       |
|   | Actavis Generic Market Share Program  | Cindy, Actavis Rebates Team | Wal-Mart Buyers | Feb 1      |       |

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## JBP Growth Plan and Initiative Tracker – Company Actavis

|             |   | GOALS                          | OPPORTUNITY     |                               |   |
|-------------|---|--------------------------------|-----------------|-------------------------------|---|
|             |   | EDLP / EDLC<br>Promoted Brands |                 |                               |   |
| Opportunity | Joint Initiative  | Supplier Owner                 | WMT Owner       | F15 Target                    | Notes   |
| EDLP / EDLC | Price Change Notification<br>Price Increases<br>- Actavis will provide Wal-Mart with 30 days advance notice of a price change, but will provide a 45-day allocation credit.<br>- Current policy provides 60 days notification, with 30 days of units allocated for Wal-Mart | Christina,<br>Rick, Marc       | Patsy Little    | June 1                        |   |
|             | Direct/Indirect purchase review<br>- Indirect purchases review – products with volume greater than 3% and/or at least 1 bottle per store. Buyers will be notified<br>- Alternative bottles size opportunity review based on dispensing history                              | Christina                      | Wal-Mart Buyers | Within 15 Days of Quarter End | Buyers will take action within 15 days of notice<br>Subject to availability |

| <b>JBP Growth Plan and Initiative Tracker – Company Actavis</b> |  |  |   |            |       |
|---|--|--|---|------------|-------|
|   |  | GOALS  | OPPORTUNITY                                     |            |       |
|   |  | Efficiency / Growth                                |   |            |       |
| Goal Type   | Joint Initiative   | Supplier Owner                                     | WMT Owner                                       | F15 Target | Notes |
| EFFICIENCY  | Schedule Wal-Mart Replenishment Meeting with Actavis' Co-managed and Customer relations team members. Topics to discuss include:<br>1. Case pack Ordering<br>2. "Smart ordering"<br>3. Forecasting<br>4. Review of the Actavis Co-managed ordering process<br>5. SWAS reports<br>6. Backorders and re-supply | Cindy, Actavis Co-Managed Team, Customer Relations | Patsy Little, Wal-Mart Order Replenishment Team | May 23     |       |
|   | Schedule a meeting in Bentonville between Wal-Mart's post audit team and the Actavis Finance team to obtain a clearer understanding of Wal-Mart's expectations for resolving coops and post audits   | Cindy, Actavis Finance team                        |   | May 23     |       |
|   | Back-up Supply - Actavis team to run an analysis to determine the possibility of having those Actavis products that are on Walmart's direct formulary stocked at the Andra DC as a back-up product, when the GCs are out of stock.   | Marc, Actavis Marketing Team                       |   | July 1     |       |

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### JBP Growth Plan and Initiative Tracker – Company Actavis

| GOALS               | OPPORTUNITY |
|---------------------|-------------|
| Efficiency / Growth |             |

| Goal Type  | Joint Initiative   | Supplier Owner                      | WMT Owner    | F15 Target | Notes   |
|------------|--|-------------------------------------|--------------|------------|---|
| EFFICIENCY | Compliance Pack Opportunities<br>Actavis to identify potential compliance pack                                     | Marc, Napoleon,<br>Christina, Cindy |              | Ongoing    |   |
|            | "Printed Line" Outer Carton  | Cindy Stevens                       | Patsy Little | June 2014  |   |
|            | Quarterly purchase Review  | Cindy Stevens                       | Patsy Little | Ongoing    | Ongoing monitoring of savings   |
|            | Review Line and Upcoming Products or Appropriate Bottle Size   | Marc, Napoleon,<br>Cindy            | Patsy Little | Ongoing    |   |
|            | Review Line for possible transition to larger bottle sizes and direct shipments from Andra to the Central Fill DCs | Andra                               | Patsy Little | Ongoing    | Transition to Andra for Central Fill saves time, freight & trash<br>* Excludes Controls |

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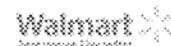
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### JBP Growth Plan and Initiative Tracker – Company Actavis

|           | GOALS  | OPPORTUNITY       |              |            |       |
|-----------|--|-------------------|--------------|------------|-------|
| Goal Type | Joint Initiative   | Supplier Owner    | WMT Owner    | F15 Target | Notes |
| Growth    | Bulk/Compliance Pack Opportunities   | Cindy Stevens     | Patsy Little | On Going   |       |
|           | Compliance Pack Return Policy – 50% credit, not to exceed 1.5% of annualized compliance pack purchases   | Cindy Stevens     | Patsy Little | FY'14      |       |
|           | New Product Distribution (Anda?)   | Cindy Stevens     | Patsy Little | FY'14      |       |
|           | New Entry Conversion Program   | Cindy Stevens     | Patsy Little | FY'14      |       |
|           | In support of "Wal-Mart's Made in America Initiative" Actavis will identify 1-2 products currently made outside the US to determine feasibility and costs to Actavis and Walmart for moving the manufacturing to the US. | Andy, Marc, Cindy |              |            |       |

\*Excludes Prednisone

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Walmart US Strategy  
Confidential - Do Not Distribute

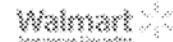
## APPENDIX

### Additional Opportunities

- Amphetamine IR Combo
- Clonidine TDS
- Buprenorphine

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Walmart US Strategy  
Confidential - Do Not Distribute



Rite-Aid provided marketing services to TEVA

**Teva Fentanyl Patches IVR**  
**Statement of Work**

This Statement of Work is entered into between **Teva Pharmaceuticals, USA** a [insert type] corporation with its principal place of business at [insert address] ("TEVA") and **Rite Aid Corporation**, a corporation with its principal place of business at 30 Hunter Lane, Camp Hill, PA 17105 ("RITE AID").

The project described in this Statement of Work shall be completed and delivered in accordance with this Statement of Work. RITE AID shall use its best efforts to complete all work in accordance with the agreed deliverables and dates set forth herein.

**SECTION 1: PROJECT OVERVIEW**

RITE AID will conduct an IVR phone campaign to patients initiating therapy on Fentanyl Transdermal System or "Patch" manufactured by TEVA.

**Program Objective**

The goal of this program is to provide patients with education on the proper application of the Fentanyl Patch.

Each patient starting therapy on the Fentanyl patch (NDC's: 00093690045, 00093690145, 00093690245, 00093690345) will be selected to receive an automated phone call from Rite Aid's Interactive Voice Response system. The call will provide important information regarding the proper application of TEVA's Fentanyl Patch and provide that opportunity to speak with a TEVA customer service representative if requested.

The following non-contactable states will be excluded from receiving communications under this program; CA.

**SECTION 2: PROJECT MANAGEMENT, INCL. REQUIREMENTS AND QUALIFICATIONS**

This project will be managed by [insert name] at TEVA and Kris Roll at RITE AID.

**SECTION 3: DELIVERABLES**

TEVA shall develop and provide to RITE AID the program materials (Script content). All program materials will have received written approval from the respective TEVA review processes. The parties acknowledge that the communications provided to patients shall disclose that TEVA is funding the communications. RITE AID shall not distribute any communications under this Statement of Work that is not approved in writing by TEVA.

RITE AID shall comply with the federal Telephone Consumer Protection Act, federal CAN-SPAM Act, and all other applicable state laws. Notwithstanding the foregoing, no patient names or other protected health information will be provided to TEVA. RITE AID shall ensure that those patients who have previously elected to "opt-out" from receiving program information from RITE AID shall not receive the program materials. RITE AID standard "Opt Out" language appears in the communication to patients.

RITE AID shall be responsible for the development of the call script and the execution of the call campaign.

**SECTION 4: CHANGE CONTROL**

Changes to the call content supplied by TEVA will not be made without the consent of the project manager at TEVA. Any change to the call content must be approved by TEVA and RITE AID.

**SECTION 5: ACCEPTANCE CRITERIA**

All deliverables must be reviewed and approved by the TEVA project owner in order for the deliverable to be considered complete. Any deliverable that was not met or not approved must be reworked to meet the identified acceptance criteria without additional charge to TEVA. TEVA will notify RITE AID within 3 business days of receiving the deliverable for review and approval if it did not meet agreed upon parameters.

**SECTION 6: FEE AND PAYMENT SCHEDULE****TEVA Fentanyl Transdermal Patch IVR program**

One time Charge for the development, Set-up and testing of IVR script - \$5,000

Each completed call will be charged at a cost of \$2.50 each

**SECTION 7: TERM**

The term of this project shall begin upon SOW acceptance and will continue for a period of 12 months.

**AGREED TO AND ACCEPTED:****TEVA PHARMACEUTICALS, USA**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**RITE AID**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_